



INFLUENTIAL
WRITINGS BY HEATHER MACAULAY

Influential Writings Services & Fees

Grant Readiness Assessment & Funder Research – \$1,500 Flat Rate

- Conducting a comprehensive interview to gather data on over 60 indicators of organizational health and readiness to be competitive for grant awards
- Analyzing the organization's tax documents, budgets, leadership, succession & strategic plans, program models, past proposals, and outcome measures to assess strengths and provide recommendations on areas to strengthen
- Providing a personalized plan with detailed action items for the organization to bolster their grant readiness and develop a scalable grant program infrastructure
- Furnishing a preliminary funder research report that identifies 3-5 promising grant leads with each funder's deadlines, application steps, contact information, focus areas, eligibility criteria, and typical giving ranges
- Additional funder research, or research conducted without the full grant readiness assessment, may be contracted at a rate of \$90/hour

Grant Writing and Reporting: *without* ongoing grants management on a per-grant/per-report basis* - \$90 per hour for foundation grants, \$100 per hour for federal grants

- Compiling data, conducting interviews, and researching to complete applications
 - Revising drafts as needed
 - Working with accounting staff to furnish applicable budget(s) if not already created
 - Securing endorsement letters and/or other request attachments
 - Ensuring timely submission of applications and all required attachments
 - Compiling outcome data to complete reports at required times
 - Research available upon request for designated number of hours
- *Client is responsible for identifying funders and calendaring deadlines for applications and reporting.



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Full-Service Grants Management – Starting at \$48,000/year (Contact us for customized pricing)

- Creating & maintaining calendaring system for applications and reports
 - Creating & maintaining ROI analysis system
 - Creating & maintaining outcome tracking report
 - Creating funder & attachment filing system
 - Research to find additional funders
 - Compiling data, conducting interviews, and researching to complete applications
 - Writing and revising drafts as needed
 - Working with accounting staff to furnish project budget(s) if not already created
 - Securing endorsement letters and/or other required attachments
 - Ensuring timely submission of applications and all required attachments
 - Compiling outcome data to complete reports at required times
 - Records management & filing
 - Stewardship (thank you letters to funders, recognition in newsletters, holiday cards, etc.)
 - Donor meetings as needed
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Grant Funder Research - \$90/hr

Our team conducts comprehensive research to identify promising funder leads for your organization. We provide a corresponding report detailing funder deadlines, application steps, contact information, focus areas, eligibility criteria, and typical giving ranges. The number of hours contracted for research can vary, but a strong initial report typically takes between 8-12 hours.



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Grant Program Infrastructure Development: \$1,500+

- Systems setup without ongoing grant writing and management
(pricing variable upon amount of existing identified funders)
 - Cloud-based calendar to track deadlines for applications and reports
 - Spreadsheets to track funders, decisions, and funder research
 - Funder and attachment filing system
 - ROI analysis system
 - Staff training on sustaining system
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Copywriting - We offer competitive pricing aligning with industry standards as defined by the [American Writers & Artists Institute](#). Pricing is variable depending on the intensity of research and criteria required by each publication. As a reference point, the following are typical ranges for commonly contracted projects:

- Blogs: \$500-\$800 per post
 - Social Media Management: \$1000+ /month
 - E-blasts: \$300 - \$500 per email
 - Communiques & White Papers: \$2,500 - \$4,000
 - Annual Reports: \$4,000 - \$7,000
 - Website content development and/or audit: \$300-\$500 per page
 - Scholarly journal manuscripts for peer review: \$5,000 - \$10,000
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Trainings & Presentations – \$500+

- Signature topics include:
 - o Law & Order: Grant Writer's Unit. Building a Case for a Verdict of Funded.
 - o The Secret to Getting the Grant (...in 200 words or less)
 - o Launching Your Legacy Program from the Ground Up